

CUSTOMER SUCCESS STORY: GSG

GSG Leverages FieldOffice™ to Improve Productivity and Customer Service

Located in Dallas, Texas, GSG is one of the largest independently-owned and operated graphics and signage distributors in the country. Since 1950, this second generation, family-owned business has evolved with the changes in the signage industry and adopted the latest technologies that allow them to provide leading edge solutions to their customers.

Leveraging Technology is a GSG Tradition

GSG has been using the industry leading enterprise resource planning (ERP) solution, Infor Distribution SX.e since it was developed by NxTrend. It has been an integral part of managing tens of thousands of SKUs and the daily operations across their entire operation. In 2014 at an Infor TUG user event, GSG met ExpertekMobile and knew that FieldOffice, would be the perfect mobile solution to further optimize their operations.

Going Mobile with FieldOffice

Today GSG sales representatives use FieldOffice on an iPad® allowing them get more done while on-the-go. GSG Sales Manager, Rodney Williams stated, "FieldOffice has quickly become an indispensable tool for our sales team. It provides much needed visibility and access into our ERP data without having to be in front of a computer."

With FieldOffice inventory availability, pricing and customer information is readily available in real-time on an iPad. Sales reps can be on the road, at a tradeshow or on-site with a customer and still have access to current product and account information right at their fingertips. It shortens order turnaround times and allows GSG to deliver even better, timelier customer service by providing customers with key information in real-time.

Williams pointed out, "In our business, we go to a lot of tradeshow that are very busy and it is critical for our sales team to be able to answer inventory and pricing questions immediately. Having our sales team armed with FieldOffice on the tradeshow floor makes them far more effective in closing deals, while providing more responsive customer service. They can see specific inventory availability and the accurate pricing structure for each customer, so they can close a deal right at the event. It's a win-win for both us and the customer."



GSG

Industry: Screen Printing, Digital Imaging and Sign Supply Distribution

Core Products: Screen printing supplies and equipment, digital media and hardware, electrical sign and embroidery supplies

Headquarters: Dallas, TX

Number of locations: 5 locations

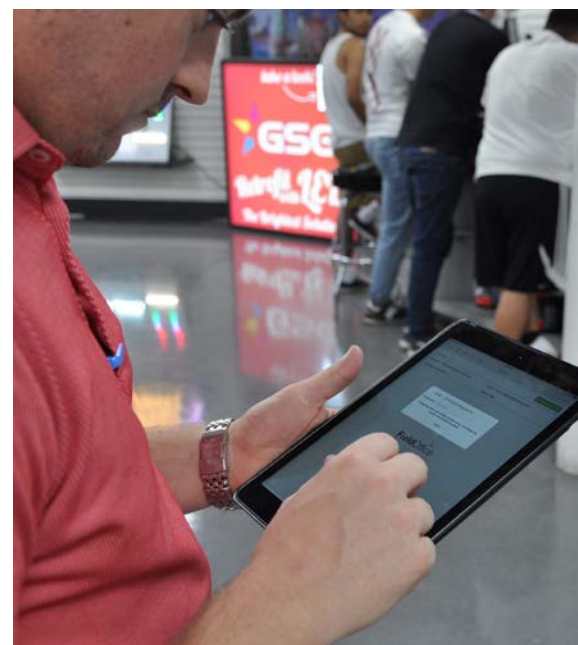
Number of employees: 190

Founded: 1950

Technology solutions used:

- Infor SX.e since 2001 (150+ users)
- FieldOffice since 2014 (25 users)

www.gogsg.com



FieldOffice delivers real-time, mobile access to essential information to dramatically improve productivity on the go.



A Strong Partnership with ExpertekMobile

Although GSG is a direct Infor customer for Distribution SX.e, they count on ExpertekMobile as a reliable technology partner for FieldOffice, Williams added, "The ExpertekMobile team has been super to work with. Not only do they know mobility with FieldOffice, but they have a deep understanding of distribution and know Infor SX.e inside-and-out which gives us a lot confidence that we have the right technology partner."

About GSG

GSG combines a unique understanding of the latest digital printing technologies with a half a century of knowledge and experience in traditional sign and screen processes. With the recent acquisition of j. Harold Distributors and threadetc.com, GSG offers a complete selection of the finest embroidery equipment and supplies, in stock and online. As a fully committed partner to printers in the southwest and across the US, GSG knows their success depends on the success of their customers. GSG sells the highest quality and most popular screen and digital presses and provide maintenance and repair for equipment by leading manufacturers. www.gogsg.com

About ExpertekMobile

Since 2012, ExpertekMobile has designed, developed and delivered innovative mobility solutions that allow our valued customers to take their business software mobile. We leverage the latest in technology and industry partnerships to deliver the best mobility solutions, backed by our proven distribution expertise. We enable Infor ERP users to take their ERP software mobile to optimize operations, improve business performance and enhance customer service. www.expertekmobile.com

What is FieldOffice?

Designed by ExpertekMobile specifically for Infor SX.e users, FieldOffice is a mobile app that integrates core SX.e functionality on an iPad®.

What does FieldOffice enable?

It enables your sales team to "take SX.e mobile" to function more efficiently, reduce processing times and provide better, faster service to your customers such as:

- Capture customer quotes and submit orders remotely
- Check inventory availability, pricing, credit status
- Edit and check customer notes and contacts
- Access and email product material on demand
- Look up past order history
- Tender credit cards
- Scan product bar codes



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We can take your ERP mobile.

At ExpertekMobile, we understand that your business won't wait - and neither will your customers. Let us show you how our mobile apps can help you grow your business and deliver world-class customer service.

Learn more about what we can do for you.

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